Permit #F00025531

FilmL.A., Inc.
1201 W. 5th Street, Suite T-800
Los Angeles, CA 90017
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information

Permit No: F00025531 **Type of Permit:** FILMING **Release Date:** 03/09/2010

Production Company CUT THE FAT / HERO CONTENT

Insured Company Name CUT THE FAT / HERO CONTENT

Contact Phone No. 1 212-905-3416
Contact Phone No. 2
Fax
Address 95 MORTON ST
NEW YORK, New York 10014

Production Title MOUNTAIN DEW

Type of Production Commercial - Spec

Producer MATTHEW LYNCH

Director MATT DERLAN/ MICHAEL GILMORE

1st AD N/A N/A

Production Manager NATHAN HAENER

FilmL.A. Coordinator Asia Robinson

Location Manager Nathan Haener
Primary Phone Mobile - 310-902-6060
Secondary Phone

Location Assistant N/A N/A
Primary Phone Office - 000-000-0000
Secondary Phone

Fees

Notification Charge	$155.00
FILMLA FILM APPLICATION FEE	$625.00
LA CITY FIRE DEPARTMENT SPOT CHECK SURCHARGE	$85.00

Total Permit Fee $865.00

Number of Locations 1

NOT A PERMIT

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Summary Information — Location

Permit Number	F00025531	**Location Manager**	Nathan Haener
Production Company	CUT THE FAT / HERO CONTENT	Primary Phone	Mobile - 310-902-6060
Insured Company	CUT THE FAT / HERO CONTENT	Secondary Phone	
Production Title	MOUNTAIN DEW		

Location Address 943 N Broadway, Los Angeles, CA, 90012

Location Names

Location Type Plaza

Location Description CHINATOWN CENTRAL PLAZA

Film Dates 3/10/2010 - 3/10/2010 06:00 - 20:00

Open or Closed to the Public Open

Generic Conditions
All vehicles must be parked on private property
Must Maintain 5' Clearance on Sidewalks/Walkways
No Cast and Crew parking on areas streets.
No interference with vehicular or pedestrian traffic
Number of uniformed officers listed on the permit is a minimum requirement. Permittee remains responsible for deploying a sufficient number of uniformed officers to provide traffic and crowd control to ensure the safety of the film crew and the public.
Uniformed officers shall have a copy of the film permit in their possession and are required to confirm that all traffic control signage devices are in place.

Please see attached document HERO AA.pdf

Equipment on Location

Type	Quantity
5 or 10 ton trucks	2
Cast/Crew vehicles	30
Cube Trucks	2
Generator	1
Motor Homes	2
Stakebed Trucks	1
Vans	2

Personnel on Location

Type	Quantity
Cast	4
Crew	36
Off-Duty/Retired LAPD Officer(s)	1
Spot Check	1

Filming Activities Equipment on property; Equipment on sidewalk only.; Exterior Dialogue; Exterior establishing shots; Intermittent pedestrian control; Foot chase in Plaza area.;

Jurisdiction **Political:** Los Angeles City - Council District 01 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

Location Notes Company must contact Chinatown Business Improvement District prior to shoot

Coordinator Note SPOT CHECK APPROVED BY INSP. MATTHEWS

Parking

Base Camp
Location Type : Private Parking Lot
Street : 419 W College

Crew Parking
Location Type : Private Parking Lot
Street : 904 N Broadway

NOT A PERMIT

213-268-3297 / 213 359-0818

APPOINTMENT OF FILM THIS PRODUCTION SERVICES, INC. AS AUTHORIZED AGENT AND REPRESENTATIVE

I certify that I am a representative of HERO CONTENT ("Principal") and am
Name of "Principal" / Production Company

authorized to enter into binding contractual agreements on Principal's behalf. I further certify that I am authorized by principal to appoint other representatives and agents for Principal and to give such representatives and agents authority to enter into and bind Principal to agreements relating to the issuance and compliance with location film (e.g. theatrical, television, commercial, and other motion picture filming) and still photographic permits, including the permits themselves and any riders to such permits. Acting on the behalf of Principal in my capacity as it's authorized representative, I appoint Film This Production Services, Inc. (a.k.a. Film This) and it's employees and agents ("Film This") as Principal's authorized representatives and agents to apply for and receive location film (e.g. theatrical, television, commercial, and other motion picture filming) and still photographic permits on behalf of Principal through the *FILML.A., INC.* for any city , county or other jurisdiction where *FILML.A., INC.* operates: to negotiate, discuss, accept, modify, agree to bind the Principal to the terms and conditions of such permits (including any restrictions and/or community guidelines applicable to any such permit) and to execute such permits on behalf of Principal. Principal understands, acknowledges and agrees that it (and/or it's insurer) remains responsible for liable and all obligations imposed by or incidental to any permit or rider issued to Principal signed by an employee or agent of (including any coordinator, runner or messenger used by) Film This. Principal further agrees to comply with the terms and conditions of any such permits and hereby appoints Film This as an authorized representative to facilitate compliance with such terms and conditions following issuance of such permits and to enter into agreements for Principal with respect thereto. Any person, City, agency, entity or organization (including *FILML.A., INC.* and any city, county or other jurisdiction where *FILML.A., INC.* operates) may rely on this appointment and not need obtain any further authorization for any act described herein. An original or faxed copy of this appointment shall be sufficient and may be treated as an original for all purposes. The appointment may be revoked by Principal at anytime in writing delivered to *FILML.A., INC.*, but in any case shall expire one (1) year from the date of execution set forth below.

I declare under penalty of perjury under the laws of the State of California that I am authorized to appoint Film This as an agent for Principal and based on that authority I hereby appoint Film This as Principal's agent as set forth herein.

Dated 3/3/10

By _____
Representative's Signature

HERO CONTENT
Name of "Principal" (Production Company)

95 MORTON ST. GROUND FLOOR
Principal's Address

NATHAN HAENER
Print Princpal Representative's Name

NEW YORK NY 10014
City, State, Zip Code

UPM
Representative's Title (i.e. UPM, Loc Mgr)

310-902-6060
Principal's Telephone Number

FILM THIS PERMIT